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PATENT APPLICATION
09/966,845

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Barbara J. Boe et al.
Serial No.: 09/966,845
Filed: September 28, 2001
Group No.: 3622
Examiner: Yehdega Retta
Notice of Allowance Mailed: June 20, 2011
Confirmation No.: 4972
Title: *System and Method for Profiling Customers for Targeted Marketing*

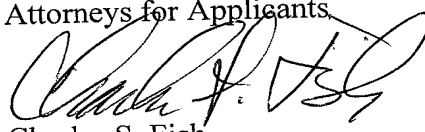
Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Applicants appreciate the Examiner's allowance of Claims 1-14 and 26. Pursuant to 37 C.F.R. § 1.104, Applicants respectfully issue a statement commenting on the Examiner's reasons for allowance. Applicants respectfully disagree with the Examiner's reasons for allowance to the extent that they are inconsistent with applicable case law, statutes, and regulations. Furthermore, Applicants do not admit to any characterization or limitation of the claims or to any characterization of a reference by the Examiner, particularly any that are inconsistent with the language of the claims considered in their entirety and including all of their constituent limitations.

Respectfully submitted,
BAKER BOTTS L.L.P.
Attorneys for Applicants


Charles S. Fish
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Date: 15 SEP 2011
CUSTOMER NO. 05073